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Jay Chou invests in Ucan Cloud City “Cultural Park” Develops a new pattern of interactive media

Ucan.com Group, a joint venture of Culturecom (343.HK) and Asian music superstar Jay Chou, held their Inaugural Cultural Park Carnival on 21 November 2012 in Taipei, with an aim to take advantage of abundant resources of Taiwanese digital cultural content creation in order to promote the industrialization and the globalization of the emerging game industry.

Over 50 digital cultural content experts around the world, 30 international investors, almost 200 industry peers were invited to join the carnival. During the opening ceremony, the founding investor Jay Chou appeared in a video and shared his vision on Ucan Cloud City and the global trend of game industry.

During the two-day event, Ucan.com showcased its 3D Cloud City and the 3D Cultural Park to the audience and demonstrated the interaction, technology and applications of the Cloud City.

Ucan Cloud City is the world’s largest platform for social augmented reality game and it extends the economic development of the real world. The Cloud City allows the daily real life to emerge in the virtual world with the Cloud computing and networking technology, creating a new generation game industry of “virtual entity”.

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